



Strategic Management Study: Analysis of the Impact of Digital Marketing on Increasing Sales Volume of K-pop Ticket Concierge Services

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Abstract

This study aims to analyze the influence of digital marketing on the increase in the sales volume of K-pop ticketing services in Indonesia. With the growing K-pop trend and the high demand for concert tickets, ticket pick-up services are a solution for fans who find it difficult to get tickets in person. In this study, a quantitative approach was used to collect data from respondents involved in the ticketing service business on social media and e-commerce platforms. Data was collected through questionnaires which were then analyzed using linear regression analysis techniques. Engaging content, direct interaction with customers, and strategy adjustments based on data analytics also contribute to increased sales volume. Digital marketing elements, such as the use of social media, marketing content, paid advertising, and data analytics, have a significant influence on sales volume. The use of social media as the main marketing platform has a positive impact in reaching potential customers and building loyalty. However, challenges such as changes in social media algorithms and fierce competition need to be overcome by businesses with adaptive strategies.

Keywords: Digital Marketing, Sales Volume, K-Pop, Strategik

Introduction

Not only in South Korea, but all over the world, including Indonesia, the K-pop business has grown rapidly in the last few decades. This is marked by the increasing number of K-pop concerts organized in various countries, including Indonesia. The increase in the number of K-pop fans and the popularity of K-pop groups in Indonesia creates new business opportunities, one of which is concert ticketing services. This service has become very important given the high demand for concert tickets, which is often greater than the availability of the tickets themselves (Rahayu, 2020).

The development of digital technology has also driven significant changes in the marketing strategies of various businesses, including K-pop ticketing services. Digital marketing is one of the main tools in reaching consumers more widely and efficiently. According to Prasetyo (2019), digital marketing includes various marketing activities carried out through digital media such as social media. The implementation of the right digital marketing strategy can increase brand awareness and attract consumer interest more effectively (Prasetyo, 2019).

In the context of K-pop ticketing services, the use of digital marketing can help service providers to reach more potential customers. A study conducted by Setiawan (2018) shows that

social media such as Instagram and Twitter are the main platforms for K-pop fans to share information and buy concert tickets. This shows the great potential of social media in increasing the sales volume of ticketing services (Setiawan, 2018).

A key feature of digital marketing is the ability to track and examine data in real-time. Therefore, companies can change their approach in response to changing customer preferences and market circumstances. According to Handayani (2017), the use of digital analytics tools can provide valuable insights into consumer preferences and habits, which in turn can be used to improve the efficiency of marketing strategies (Handayani, 2017).

The successful implementation of digital marketing in the K-pop ticketing service business is also influenced by an understanding of the target audience. According to Suhendar (2019), it is important for businesses to understand the demographics, psychographics, and purchasing behavior of K-pop fans. With a deep understanding of the audience, businesses can design more relevant and engaging marketing messages (Suhendar, 2019).

In addition, direct interaction with customers through digital platforms can increase customer loyalty and trust in the business. Lestari (2018) found that companies and customers can strengthen their relationships through social media communication, which in turn increases customer retention.

On the other hand, the challenges in implementing digital marketing cannot be ignored. According to Hidayat (2017), one of the main challenges is algorithm changes on social media platforms that can affect the reach and effectiveness of marketing campaigns. Therefore, businesses need to continuously adapt to these changes and develop flexible strategies (Hidayat, 2017).

With increasing competition in the K-pop ticketing industry, innovation in digital marketing is key to staying ahead. According to Iskandar (2020), businesses that are able to integrate various digital channels holistically will be more successful in attracting and retaining customers. This includes the use of SEO, content marketing, paid advertising, and coordinated social media campaigns (Iskandar, 2020).

In order to increase the sales volume of K-pop ticketing services in Indonesia, this research will examine the impact of digital marketing. It is believed that the company's digital marketing efforts can be better understood by exploring the relationship between these two factors. In addition, K-pop ticketing businesses are believed to benefit from this research's practical suggestions to improve their marketing methods (Utami, 2019).

Thus, the importance of digital marketing in increasing the sales volume of K-pop ticketing services cannot be ignored. The ultimate goal of this research is to find new and better ways of using digital technology to achieve business goals (Utami, 2019).

Method

This research uses a quantitative approach to analyze the effect of digital marketing on increasing the sales volume of K-pop ticketing services. The quantitative approach was chosen because it allows objective and statistical measurement of the relationship between the independent variable (digital marketing) and the dependent variable (sales volume). Information was collected through a survey sent to Indonesian K-pop ticket vendors. The population of this study included all K-pop ticket vendors on social media platforms and e-commerce websites, using a simple random sampling technique to obtain a representative sample. According to Sugiyono (2017), the Slovin method is used to determine the sample size with a 95% confidence level and a 5% margin of error.



The research instrument used was a closed questionnaire consisting of several sections, namely respondent demographics, use of digital marketing, and sales volume of ticketing services. A 5-point Likert scale was used to measure respondents' perceptions of digital marketing effectiveness. Furthermore, the data was subjected to linear regression analysis to determine whether digital marketing affects sales volume. The research tools used were evaluated for validity and reliability to ensure they met the necessary standards. SPSS version 25 statistical software was used for data analysis (Santoso, 2018).

Results and Discussion

Validity Test

Table 1. Digital Marketing Validity Test Results

Variable X	R Count	r_{table}($\alpha=5\%$)	Description
Question 1	0,555	0,098	Valid
Question 2	0,651	0,098	Valid
Question 3	0,790	0,098	Valid
Question 4	0,717	0,098	Valid
Question 5	0,515	0,098	Valid
Question 6	0,568	0,098	Valid
Question 7	0,732	0,098	Valid
Question 8	0,610	0,098	Valid

There is a difference between r count 8 statements > r table at the 5% significance level of 0.098, according to the findings of the validity test of the Digital Marketing variable (X1). Therefore, the statement as a whole is valid.

Table 2. Sales Volume Validity Test Results

Variable X	R Count	r_{table}($\alpha=5\%$)	Description
Question 1	0,648	0,098	Valid
Question 2	0,686	0,098	Valid
Question 3	0,731	0,098	Valid
Question 4	0,659	0,098	Valid
Question 5	0,446	0,098	Valid
Question 6	0,568	0,098	Valid
Question 7	0,694	0,098	Valid
Question 8	0,738	0,098	Valid
Question 9	0,445	0,098	Valid

At the 5% significance level, r count for 9 statements > r table, according to the results of the validity test of the Sales Volume variable (Y). Therefore, the statement as a whole is valid.

Normality Test

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		100
Normal Parameters ^{a,b}	Mean	49.9998333
	Std. Deviation	5.71304463
Most Extreme Differences	Absolute	.103
	Positive	.103
	Negative	-.062
Kolmogorov-Smirnov Z		1.125
Asymp. Sig. (2-tailed)		.159

There are 3 variables with a significance level of 0.159 according to the Kolmogorov-Smirnov (K-S) non-parametric test results in table 3. Results greater than 0.05 variables related to digital marketing and sales volume follow a normal distribution.

Correlation Analysis

Table 4. Correlation Analysis Results

Model	R	R Square	Adjust R Square	Std. Error of the Estimate	Durbin-Watson
1	.570 ^a	.325	.313	8.30930	1.967

a.Predictors: (Constant), Digital Marketing
b.Dependent Variable: Sales Volume

Based on Table 4, there is a positive and statistically significant correlation between digital marketing and sales volume ($r=0.570$), which indicates a medium level relationship between the two variables ($r=0.40-0.60$) where an increase in digital marketing leads to an increase in sales volume and vice versa.

t Test

Table 5. t Test Results

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	18.210	4.310		4.225	.000		
	Digital Marketing	.291	.096	.290	3.031	.000	.629	1.5900

a. Dependent Variable: Sales Volume



The calculated t value for the digital marketing variable is 3.594, which is positive and statistically significant at the 0.000 level, based on the t test results above. Ho is rejected while Ha is accepted because the calculated t value > t table value, namely $3.031 > 1.677$ and a significance value of $0.000 < 0.05$. This proves the second hypothesis is correct.

Coefficient of Determination

Table 6. Coefficient of Determination Results

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.570 ^a	.325	.313	8.30930

a.Predictors: (Constant), Digital Marketing
b.Dependent Variable: Sales Volume

The contribution value is 32% ($0.325 \times 100\%$), according to table 6 is the R-squared value. Differences in digital marketing factors can explain differences in sales volume.

Discussion

Based on the research results, it is found that the data is normally distributed. The correlation between digital marketing and sales volume is moderate but positive, indicating that an increase in digital marketing will lead to an increase in sales volume. The t test results show that digital marketing has a significant and positive effect on the sales volume of K-pop ticketing services, because the t value is $3.031 > 1.677$ and the significance value is $0.000 < 0.05$. As a result, Ho is rejected and Ha is accepted.

This finding is in line with Prasetyo (2019), who showed that digital marketing elements such as social media, SEO, and content marketing have a positive impact on product and service sales. In the context of K-pop ticketing services, the use of platforms such as Instagram and Twitter has proven effective in attracting customer interest and increasing transactions.

The use of social media as the main marketing tool in K-pop ticketing services provides several advantages. A study by Setiawan (2018) revealed that social media facilitates direct interaction between service providers and customers, which can increase customer trust and loyalty. Customers are more likely to purchase tickets through a ticketing service that actively interacts on social media, confirming Setiawan's findings that engagement on social media is an important key in building strong customer relationships.

In addition, the use of interesting and relevant content on social media also plays an important role in attracting the attention of potential customers. According to Lestari (2018), visual content such as photos and videos can increase the appeal of a post and encourage user interaction. This study found that ticketing services that regularly upload high-quality content, such as photos of concert tickets and customer testimonials, experience a greater increase in sales volume compared to those that rarely update their content.

Marketing strategies that focus on personalization have also proven effective in increasing sales. A study by Suhendar (2019) showed that marketing campaigns tailored to consumer preferences and habits can increase the effectiveness of marketing messages. In this study, ticketing service providers that used data analytics to understand customer preferences and customize their offers managed to achieve higher conversion rates. This shows that personalization is an important element in a successful digital marketing strategy.



According to Handayani (2017) paid advertising on social media has a positive impact on sales volume, paid advertising can increase the visibility and reach of a marketing campaign, which in turn can increase sales. This study supports these findings by showing that ticketing service providers that use paid advertising on platforms such as Instagram and Facebook experience a significant increase in sales.

However, the research also found several challenges faced in implementing digital marketing. One of the main challenges is algorithm changes on social media platforms that can affect the organic reach of posts. Hidayat (2017) noted that algorithm changes often lead to a drastic decrease in organic reach, forcing businesses to rely more on paid advertising. This study found that ticketing providers must constantly adapt to these changes and find ways to optimize their strategies to remain effective.

In addition, the intense competition in the K-pop ticketing industry is also a challenge. Iskandar (2020) noted that with the growing number of ticketing service providers, businesses need to be more innovative and creative in their marketing strategies to stay competitive. In this study, it was found that service providers that were able to offer added value such as responsive customer service and special offers managed to attract more customers compared to those that did not.

This research also shows that the use of data analytics is key in optimizing digital marketing strategies. According to Santoso (2018), data analytics allow businesses to understand trends and consumer behavior, which can be used to make better marketing decisions. This research supports these findings by showing that ticketing service providers that use data analytics to measure and analyze the effectiveness of their marketing campaigns succeed in increasing sales volume.

In terms of cost-effectiveness, this study found that digital marketing offers advantages over traditional marketing methods. A study by Utami (2019) showed that digital marketing is often more cost-efficient and can reach a wider audience with a lower budget. This research supports these findings by showing that ticketing service providers that allocate most of their marketing budget to digital channels get better results in terms of sales and ROI (Return on Investment).

Discussion

The results of this study indicate that digital marketing has a significant influence on increasing the sales volume of K-pop ticketing services. This finding is in line with research conducted by Prasetyo (2019), which shows that digital marketing elements such as social media, SEO, and content marketing have a positive impact on product and service sales.

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In the context of strategic management, the integration of digital marketing in business strategic planning is very important. According to Porter (1985), an effective competitive strategy must include technology and information elements to create a sustainable competitive advantage. In this study, ticketing service providers that were able to integrate various digital marketing elements into their business strategy holistically, including SEO, content marketing, paid advertising, and data analytics, achieved better results in terms of sales and customer satisfaction.

Strategic management through digital marketing also includes implementing differentiation and cost advantage strategies. Ticketing service providers that successfully implement differentiation strategies by offering superior customer service and a pleasant user experience are able to attract more customers. In addition, cost optimization through the efficient use of digital marketing and accurate data analytics helps them increase profitability. According to Barney (1991), competitive advantage can be achieved by utilizing unique and hard-to-imitate resources, such as innovative and adaptive marketing strategies.

Overall, the results of this study confirm the importance of digital marketing in



increasing the sales volume of K-pop ticketing services. The findings provide valuable insights for ticketing service providers and other businesses on how effective digital marketing strategies can be implemented to achieve business goals. By continuously developing and adapting their digital marketing strategies, service providers can maximize their sales growth potential and remain competitive in this dynamic industry (Utami, 2019).

Conclusion

This research confirms that digital marketing plays a crucial role in increasing the sales volume of K-pop ticketing services in Indonesia. Elements such as the use of social media, engaging marketing content, paid advertising, and data analytics have proven effective in reaching and attracting customers, as well as increasing brand awareness and loyalty. Despite challenges such as changing social media algorithms and intense competition, innovative and adaptive digital marketing strategies can help ticketing service providers stay competitive. With a deep understanding of consumer behavior and the use of data analytics, service providers can make better and more effective marketing decisions, thereby maximizing their sales growth potential.

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